

No part of the candidate's evidence in this exemplar material may be presented in an external assessment for the purpose of gaining an NZQA qualification or award.



## Level 2 Visual Arts 2023

**91320 Produce a systematic body of work that shows understanding of art making conventions and ideas within design**

# EXEMPLAR

Merit

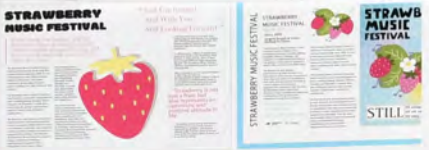
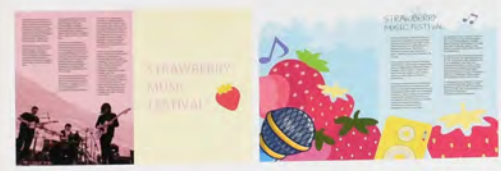
TOTAL M

"Strawberry Music Festival" is another music festival brand founded by the Japanese music label Modern Sky in 2020 after "Modern Sky Music Festival" (renamed with "Modern Sky Music Festival"). "Strawberry" has a more warmer temperament. It has the characteristics of spring.

My aim is to design magazine covers, magazine spreads, signs, tickets and site map for Strawberry Music Festival.

The design is inspired by Steve Chobone. I have used a range of materials throughout my work like texture, gradient color and shadow.

The target audience is young adult.



## Merit

**Subject:** Visual Arts – Design

**Standard:** 91320

### Marker commentary

This portfolio was verified and placed in the middle of the Merit grade range as it clearly fulfilled the criteria:

- The candidate sets up a purposeful proposition, and workbook pages provide a clear understanding of idea generation, and a clear design style / design aesthetic.
- There is purposeful gathering and development of imagery in each brief.
- The candidate competently uses media appropriately for purpose.
- There is purposeful integration between illustrations and traditional design conventions: typography, digital work.
- Time has been taken to develop a depth of original illustration work, framing them into final outcomes.
- A comprehensive understanding of typography is shown through the research on Panel 1 and the ability to integrate that with purpose and control on the book covers.

To be awarded Excellence, it needed more evidence:

- An additional brief could have been investigated to help advance the overall design.
- Consideration of type and imagery relationships, to provide further options with type and image together.
- Regeneration of the proposition using further consideration of page layout.